

Energy & Store
Development Conference

2013
E+Sd



THE VOICE OF FOOD RETAIL 

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Development Conference

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2013

Innovations in Food Service Design

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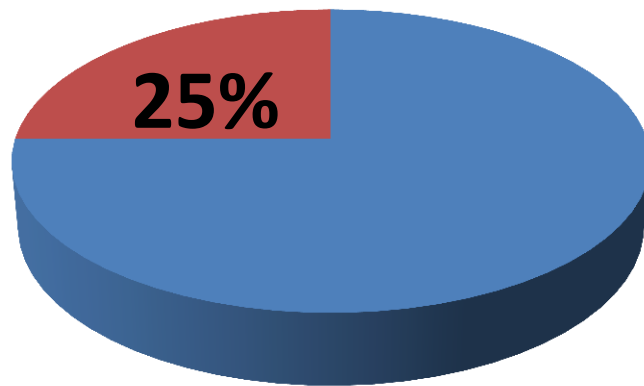
9/9/2013

WHY DO GROCERS NEED TO INNOVATE

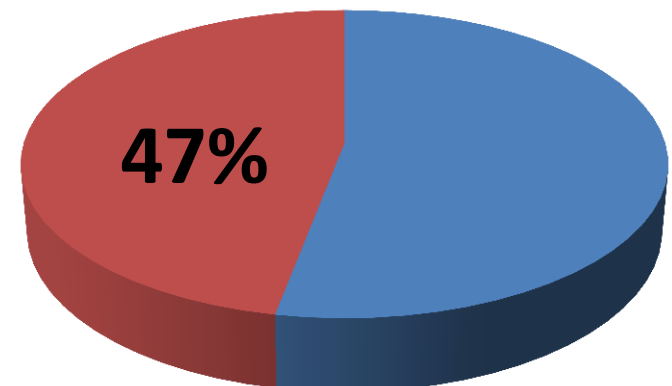


Restaurants' Share Of The Food Dollar

1955

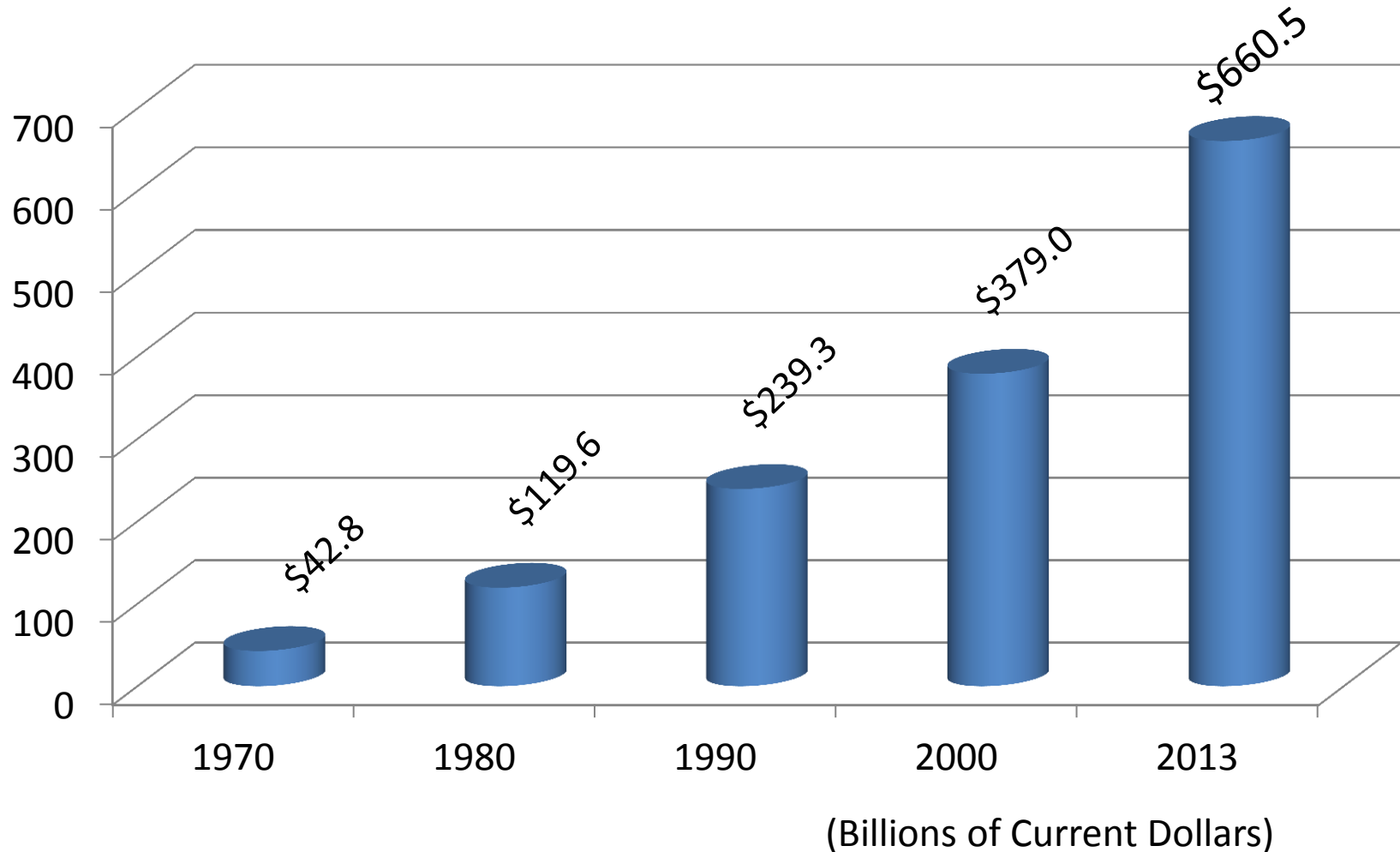


Present



■ Grocery
■ Restaurant

RESTAURANT-INDUSTRY SALES



Restaurant Essential Part of Daily Life

- **93%** of adults say they enjoy going to restaurants
- **45%** of adults said restaurants are an essential part their lifestyle
- **68%** of adults said their favorite restaurant foods provide flavor and taste sensations which cannot easily be duplicated in their home kitchen

Restaurant Essential Part of Daily Life

- **79%** of adults said going out to their favorite restaurant with family or friends gives them an opportunity to socialize and is a better way for them to make use of their leisure time rather than cooking and cleaning up
- **86%** of adults say there are more healthy options at restaurants than there were two years ago

What Can Grocers Do?

Start Thinking out of the box!

Look at Food Service in a Different Way!

Hire Culinary Experts,
Raise the Bar in Food
and its Presentation....

I'm sorry, ma'am.
Your cart has 11
items, but this lane
is 10 items or less.



No problem. I'll
put something
back.



Nick Famine punny.org

Could you double
the plastic on the
milk, please?



What can Grocers Do?



Increase the Quality and the Presentation of Meals To Go.

In Store Chef's Prepare Meals Daily





We Are The Experts

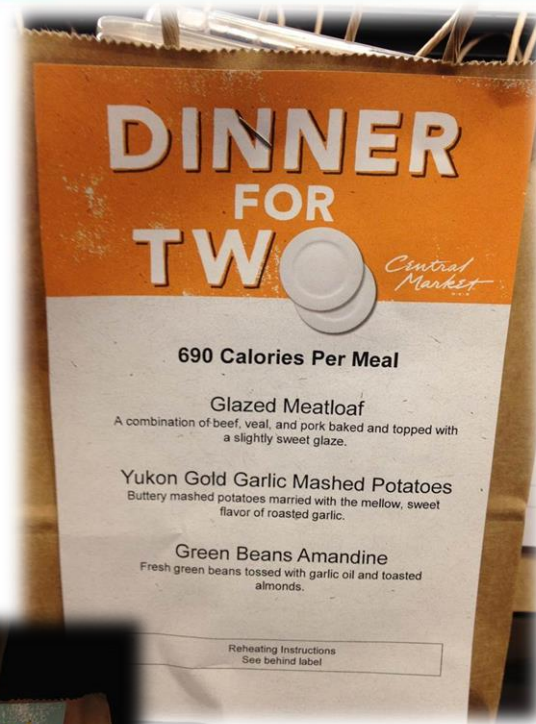
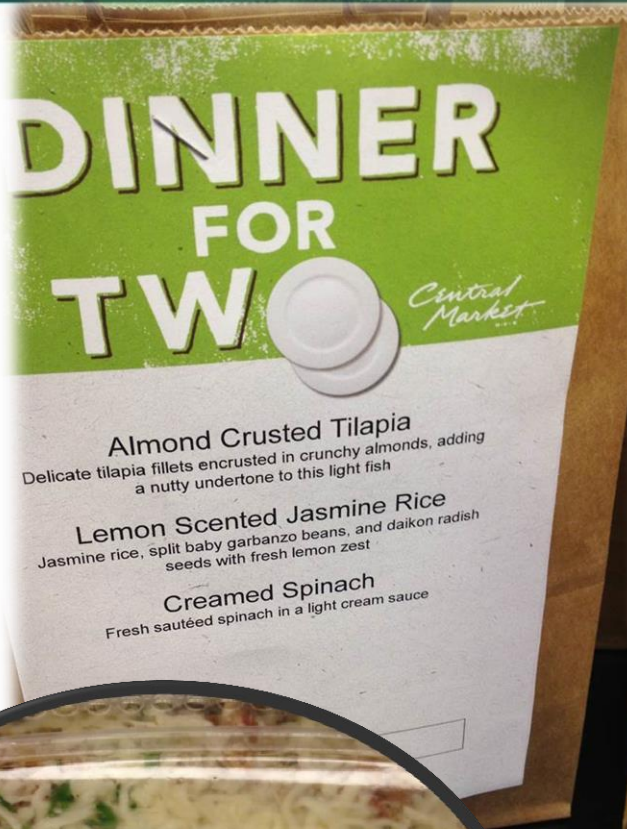
Cooking Schools

On-Site Herb Gardens



Chef Prepared Meals To Go

Make it Easy.....





Upgrade Quality..... Visually Pleasing.. Easy Price Point...

Safeway Signature Cafe



Walgreens Food Service History



Walgreens Back At It Again



Make It Interesting













Make it interesting...

Mariano's Fresh Market





Formaggio Kitchen

Experts in fine cheeses,
olive oils, spices,
homemade brats and
smoked meats.





“We cook what we sell
and we eat what we
cook.”



EATALY
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Show you are the expert...





“Vegetable Butcher” – Shoppers select produce and have it prepped by the store’s vegetable butcher at no extra charge.









Puckett's Grocery

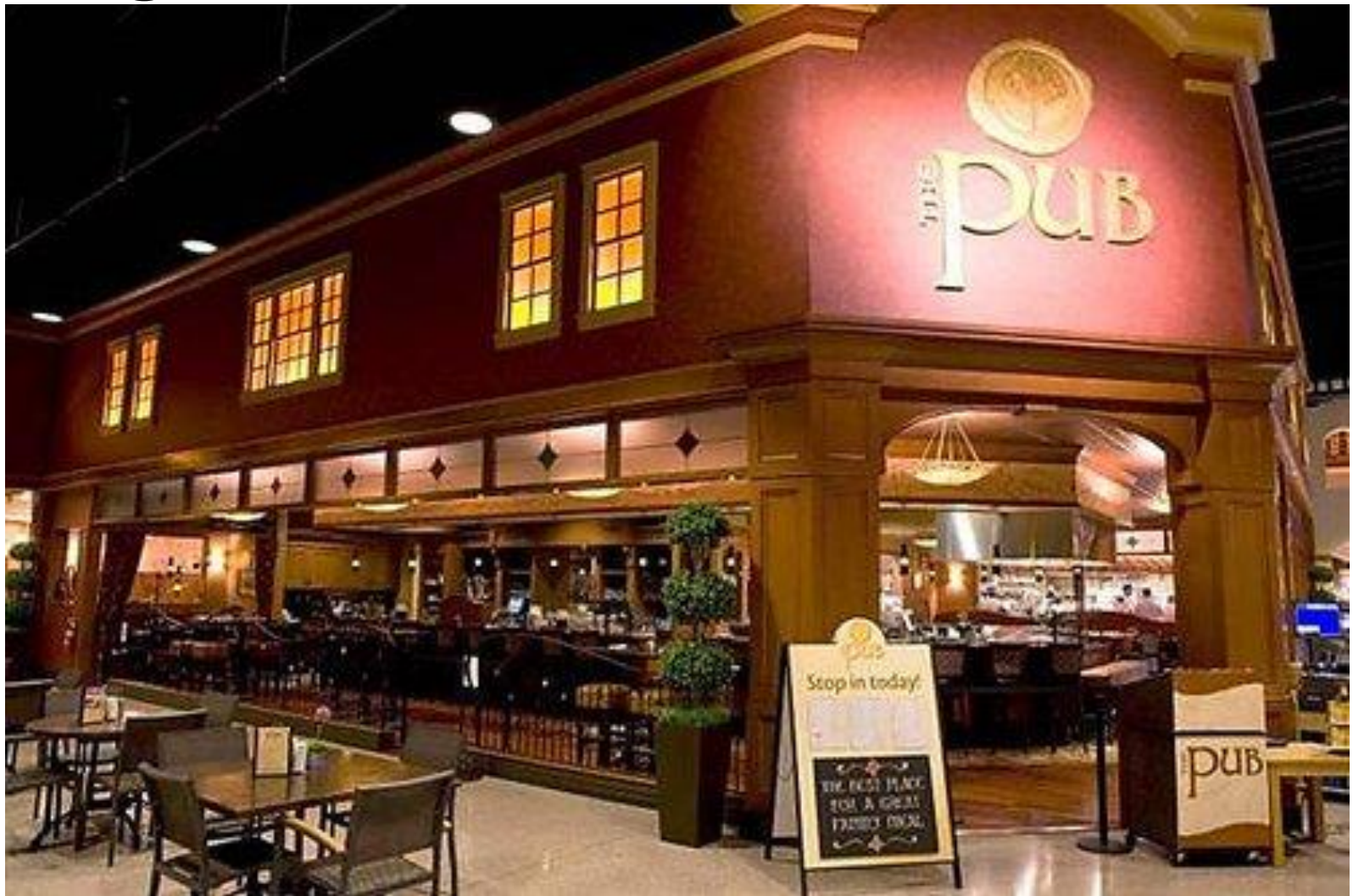




It's Natural Progression

- “The grocery stores cannot be ignored, but they still cannot recreate the restaurant experience unless they build out and create their own branded restaurant-like setting,” he says. “That’s one thing the restaurant world has going for it, even as the competition grows.”
- **Daniel P. Smith** is a regular contributor to *QSR*. (2010)

Wegmans Full Service Restaurant



Wegmans Stand Alone Restaurant



Wegmans Next Door Restaurant



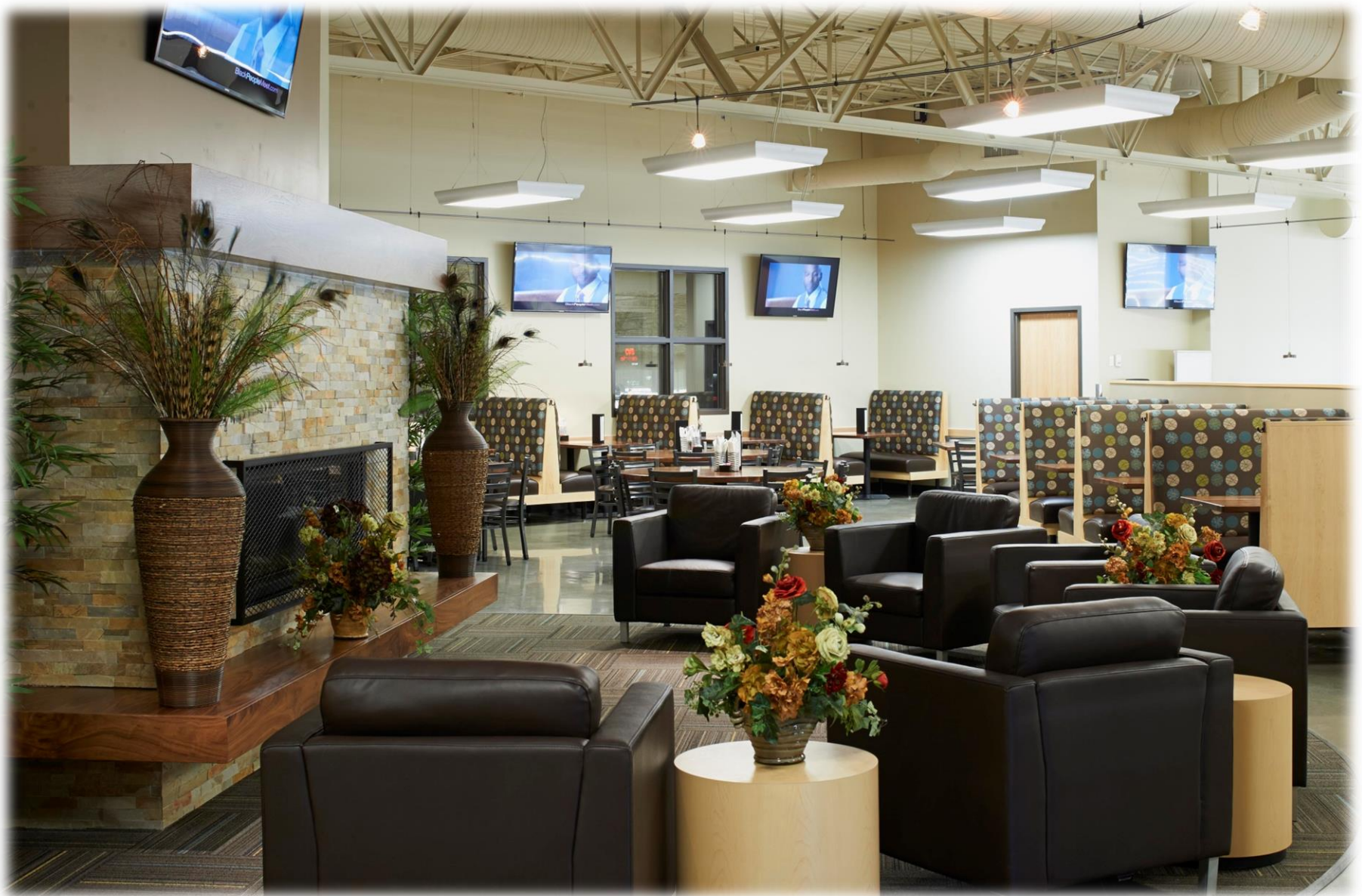
Hy-Vee 's Market Grille





" A centerpiece of the new Market Grille, a casual dining spot that converts to a full-service restaurant starting at 4 p.m. Evening customers at Market Grille will be served by trained wait staff, order from a menu created by the store's chefs, and have the opportunity to enjoy a variety of wines and craft beers with their meals"









INNOVATION

SO WHAT IS AHEAD?

The Next Big Generation

- Capturing the Millennials (21 to 34 year olds)
 - Lowest level of employment and is the lowest-earning generation, yet is expected to have the highest spending power of any generation due to of its sheer size
 - Look For Value
 - Raised on gourmet coffee and the internet, Millennials are knowledgeable about food and drink and very demanding





Frequent users of food service, yet are financially pressured, so are looking for value and promotional pricing. Many seek out low prices so they can visit restaurants more often.

They want to know the story behind the food. Local foods prepared by local chefs.

Technology is second nature and not afraid to use it to make their restaurant experience more enjoyable.





Subway promotes avocado offerings to appeal to millennial generation

Sustainability continues to be important – Locally grown, prepared and served at the store.

Herbs/Vegetables grown on site.



Mobile Pay – Restaurant POS

Unique offering from around the world. Indian Food.



Q&A

You have

Questions

We have

Answers